

AN ORDINANCE

97179

**AUTHORIZING THE RENEWAL OF A LICENSE AGREEMENT IN THE AMOUNT OF \$5,000.00 BETWEEN THE CITY OF SAN ANTONIO AND MONROE COUNTY, NEW YORK FOR THE SAN ANTONIO METROPOLITAN HEALTH DISTRICT TO CONTINUE TO USE CERTAIN LICENSOR'S BROADCAST PRODUCTS IN CONNECTION WITH THE *NOT ME, NOT NOW* ABSTINENCE-BASED TEENAGE PREGNANCY PREVENTION CAMPAIGN; APPROVING THE EXECUTION OF THE AGREEMENT WITH MONROE COUNTY FOR THE PERIOD FEBRUARY 27, 2003 THROUGH FEBRUARY 26, 2004; AND AUTHORIZING LICENSING FEE PAYMENT TO METRIX MARKETING, INC.**

\* \* \* \* \*

**WHEREAS**, Monroe County, New York in 1994 launched a successful multifaceted abstinence-based campaign known as "*Not Me, Not Now*" to reduce the teen pregnancy rates in Monroe County, and has licensed the products of this effort in order to protect and preserve the program; and

**WHEREAS**, Ordinance No. 95558, passed and approved on April 4, 2002, authorized an agreement with Monroe County, which granted the San Antonio Metropolitan Health District (SAMHD) a renewed license to use certain promotional materials and broadcast products in connection with the *Not Me, Not Now* Abstinence-Based Teenage Pregnancy Prevention Campaign, and the license will expire on February 28, 2003, and

**WHEREAS**, Monroe County has offered a license agreement to renew the license for the period February 27, 2003 through February 26, 2004; and

**WHEREAS**, the SAMHD desires to renew this license for this period; and

**WHEREAS**, it is now necessary to authorize the execution of a license agreement with Monroe County, New York, and to authorize payments for the licensing fee and for the use of specified broadcast products in connection with the *Not Me, Not Now* campaign; **NOW THEREFORE:**

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:**

**SECTION 1.** The City Manager, or her designee, is hereby authorized to execute a license agreement in the amount of \$5,000.00 with Monroe County, New York for the San Antonio Metropolitan Health District to purchase and use the licensor's broadcast products in connection with the *Not Me, Not Now* Abstinence-Based Teenage Pregnancy Prevention Campaign. A copy of the license agreement, in substantially correct form, is attached hereto and incorporated herein as Attachment I.

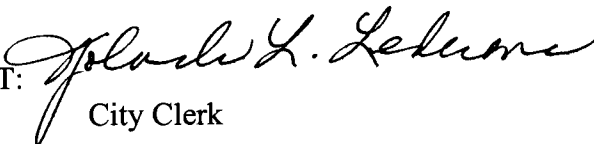
**SECTION 2.** The Director of Finance, may, subject to concurrence by the City Manager or her designee, correct allocation to specific index codes and fund numbers as necessary to carry out the purpose of this ordinance.

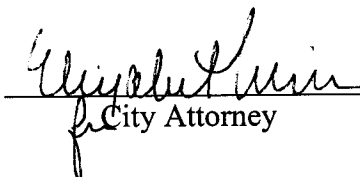
**SECTION 3.** Funds in the amount of \$5,000.00 are authorized to be encumbered in Fund 11-000000 (General Fund) in Index Code 670372 entitled Media Campaign/Development Cost and made payable to Metrix Marketing, Inc. for the licensing fee.

**SECTION 4.** If an agreement, as first reviewed and approved by the City Attorney, is not signed by both parties within sixty (60) days from the effective date of this ordinance, it becomes null and void, and any further signed documents must be considered by the City Council.

PASSED AND APPROVED this 13<sup>th</sup> day of February, 2003.

  
M A Y O R  
EDWARD D. GARZA

ATTEST:   
City Clerk

APPROVED AS TO FORM:   
City Attorney